APAC CIO Outlook

ARTIFICIAL INTELLIGENCE SPECIAL

APACCIOOUTLOOK.COM

Connecting the Enterprise IT Community in Asia Pacific Countries

AGM DIGITAL MARKETING AGENCY

Dean Alexander, Group CEO

ARCHITECTS OF AI POWERED SEMCAST

$15

November -2018

AGM DIGITAL
MARKETING AGENCY
ARCHITECTS OF AI
POWERED SEMCAST

Dean Alexander,
Group CEO

The recent advancements in Marketing Technology (martech), specifically machine learning (ML) and artificial intelligence (AI), has given rise to a new breed of a digital marketing agency (DMA). Traditional DMAs which relied on sales teams for revenue generation are no longer a sustainable business model, especially in today's world where martech is the king with business owners becoming tech-savvy digital marketers.

The recent succession of failed DMAs throughout New Zealand and Australia is an example of how today's businesses owners are more hands on with their own marketing. However large agencies continue to deliver traditional digital 'solutions' with multi-product add-ons which lack the depth of innovation, strategy, and creativity.

Boasting an extensive publishing, marketing, and creative background spanning almost three decades, Dean Alexander garnered in-depth knowledge of Australian digital marketing industries during a sojourn in Sydney. Disillusioned by the digital marketing solutions offered by most Australasian agencies, it was clear to Alexander that something needed to change. He realized that businesses simply deserved better than low cost and average performing solutions that support the growing developments in martech.

As an award-winning Google account manager, Alexander brought an entirely new approach to digital marketing, earning recognition on the global stage through his AGM Digital Marketing Agency. The company's solution, semcast.Ai, a revolutionary end to end pay-per-click (PPC) platform, debuted in the market in 2016 with an elegantmerger of strategy, digital creative, coding, and artificial intelligence.

Semcast.ai offers New Zealand businesses access to global agency-level AI-driven digital marketing. A game changer in the digital marketing landscape, semcast.Ai enables clients to enjoy PPC conversion rates in the top 2nd global percentile and is accessible to all businesses, regardless of size or budget. "For us, continued investment in platform development is key creating a symbiosis; the AI core feeds on historical data as it learns it grows client's ROI month on month exponentially, thus ensuring the longevity of client, the foundation of our agency's success," explains Alexander, Group CEO mSuite digital marketing agencies

DISRUPTING DIGITAL MARKETING WITH AI

The high demand in the emerging AI search marketing segment has seen new offerings from both small and large technology companies on an almost monthly basis. PPC marketers and DMA's who have embraced AI, adopting and enhancing established PPC techniques have been able to achieve true dominance with staggering results. This has seen the integration of multi-provider platforms and shown how an in-depth understanding of the limitations of this technology are an essential requirement to be successful when applied to SEM.

Recognizing this need within the market, semcast.ai seamlessly integrates ML, data tracking & creative with an AI core, delivering clients across Australasia, a powerful agency level platform. The call and email tracking allows the AI core access to full data logs supporting enquiry cluster recognition, predictive bidding decisions are made in real time while ML reacts instantaneously to changes in the search marketplace.

THE SEMCAST.AI PLATFORM IS THE FOUNDATION ON WHICH A CLIENT'S SUCCESS IS BUILT.

semcast.ai can track the customer's journey from the marketing initiative, through to the phone call and email, from geo, device, Ad and individual keyword placement, and right down to the type of mobile browser used the generate an enquiry. "Our platform offers real-time budget allocation to campaigns and keywords with the highest ROI, which is made possible by SEMCast's unique mix of strategy, technology, and hands-on management," adds Alexander.

DERIVING THE TRUE VALUE OF AI

Leveraging AI, semcast.ai can solve more complex problems and scenarios with greater precision using more data, faster than ever before. With automated processing and the evaluation of data, the platform provides the ability to predict the source of a client's next customer, offering a massive advantage to AGM customers over their competitors. After the unparalleled success of semcast.ai in the New Zealand market, the decision to launch a solution for small to midsize businesses with sophisticated features of semcast.ai at relevant price point, introducing SEMCast.lite which is driven by the same powerful AI core but tailored to meet the requirements of the SME market. SEMCast.lite provides access to the global leading marketing platform without the minimum agency budgets requirements.

Alexander believes that the real advantage of AI lies not only in substantial ROI increases but also sustaining them in the long term. The primary objective of SEMCast is to deliver high return marketing and achieve targeted ROI for all clients while eliminating the need for long-term commitments and contracts which lock them in for fixed amounts. "Basically, we back ourselves to deliver on our agreed outcomes and deliver a superior digital marketing service that benefits our customers" says Alexander. With an AI-driven management core, the platform allows clients to continue utilizing SEMCast based on performance, not fine print.

AGM works closely with clients, from mapping business goals and growth plans with appropriate PPC and SEO strategies, through to campaign management to deliver results. The results they achieve for clients speak volumes about their passion for making a difference and helping their clients grow and thrive in these changing times.

Throwing light on the role of ML in today's digital marketing landscape, Alexander explains, "Managing 200+ clients traditionally required a sizable specialist PPC team to optimize client's campaigns to gain a competitive-edge; ML has dramatically altered this requirement." Working with a diverse client base, AGM is presented with challenges at every level in campaign management, particularly campaign conversion optimization, butunlike other firms who take months to optimize client campaigns reactively, semcast.ai ML bid management hasadvanced to a stage that can react instantaneously to changes in the search marketplace. Utilizing historical conversion data, ML bid management can simultaneously make micro bid adjustments across hundreds of client's campaigns, geolocation, device, ads, and keywords, effectively with real-world ML application. "Our agency can reduce human resource from 10 employees managing 200+ clients to 2 employees managing 1000+ clients," extols Alexander. He also believes that for a smart DMA, ML can solve challenges of everything from client campaign performance quality to cash flow management and business scalability.

MERGING AI AND CREATIVITY

Before the connected digital marketplace, agencies relied on a creative edge to connect consumer and business through the turn of a magazine page, the glance of a billboard or commercial flash. Here the conversion was by design, blending the benefits of creativity into the world around us. Today marketing success is built as much in the digital world as the real world and is about blending the two to ensure a two-pronged approach reaching the biggest audience with the most targeted campaigns yet. With this in mind

AGM is working toward its new launch—SiMCast. A merger of AI and creative, SiMCast currently in client trials is the adaption of PPC AI martech for ad image management. The platform creates image ad variants based on targeted demographics, 100's at a time, mimicking search where images are used as keywords and AI for conversions (calls, emails, purchases). This big data insight will pave the way for AI image management, creating adaptive website landing pages while changing the landing image to maximize conversion. ACO